

## **What Kentucky Leaders are Saying**

Several tourism, economic development and local government leaders previewed the process and the brand choices. Here is their reaction:

### **D. Ray Gillespie**

#### **Executive Director, Kentucky Hotel & Lodging Association**

"Our industry's been struggling for the last several years, so I'm excited that this is a new direction. I'm excited that it has some real possibilities for us. And I think it's been so well done. You can't help but be enthused about it."

Until now, he said, "Kentucky's entire promotions program has been so divided, so fractioned, that it's been less than effective. So it seems to me that with this kind of concerted effort, we ought to have a great deal more opportunity to bring economic development to the state."

### **Sherry Murphy**

#### **President, Kentucky Association of Convention and Visitor Bureaus; Executive Director, Elizabethtown Tourism & Convention Bureau**

"I'm very excited about this process. It seems like every voice will be able to be heard and that we're going to have a clear, concise project to move ahead on."

Regarding the unified theme: "The first thing I think we all learn when we start with promotions is repeat, repeat, repeat, because that's the thing that kind of hits home with people. If we can get everyone to tie in to this we're going to really get a lot of bang for our bucks."

### **Mark Jeffrey**

#### **General Manager, Marriott/Griffin Gate Resort, Lexington**

Regarding the need for a unified brand for the state: "I think it's vital. As you know, Marriott has been working towards the Marriott brand for decades. And this type of stuff works. It helps bring everybody together. It has a single message. It will make us a far stronger state, particularly in the avenues of tourism."

### **Marcheta Sparrow**

#### **President & CEO, Kentucky Tourism Council**

"I think they (the brand finalists) are all very solid. I think that any one of the four is a brand that we can go forward with and that we can be successful with, and I feel very positive about any one of the four of them."

"There's a great deal of pride about Kentucky. People want to have buy-in. They want to feel good about it. And we'd like to see people use this logo. We'd like to see them think about it as their own. And that's the most important way, in the tourism industry, that you can gain success, is buy-in."

**Joy Jeffries**

**Executive Director, Frankfort/Franklin County Tourist and Convention Commission**

"I think it's absolutely fantastic. In all my years I've never seen anything that was done with such deliberate research, and I don't think we can possibly go wrong because we've taken everybody's ideas and put them into something. I think that anybody that's involved in marketing in any direction knows that research-driven marketing is, without a doubt, the most productive way."

**Elaine "Cissy" Musselman**

**Chairwoman, Louisville and Jefferson County Visitors and Convention Bureau**

"It's one of the most impressive research projects for the state or for the commonwealth that I've ever heard of. I think that once all the people begin to see the various strategies they've come up with they'll know that we're top quality here."

Regarding the public input: "I say 'it's about time.' I love having all the citizens make these kind of decisions and then we don't get to fuss at the end and say, 'Why did they come up with this funny face?' This time we get to say what we hope will be our brand, if you will, and I applaud the Governor for letting the people make the decision."

**Andrew C. "Andy" Meko**

**President & CEO, Associated Industries of Kentucky**

"It will be a tremendous benefit to have a common brand, not only to attract new businesses, but to promote the existing businesses in Kentucky. To whatever extent we possibly can, making Kentucky a state that's friendly to business and continuing that effort will be most important and I think a common brand will be a tremendous boon."

**Pete Rutledge**

**Interim President, Kentucky Chamber of Commerce**

"I think if anybody knew that I was in that room they'll know which one I liked most and which one I disliked the most, but that's not important. I think the process is the important part. I think the state's done a very good job of testing and researching the alternatives and the good news and the bad news. There's always a range of options in this sort of endeavor."

**Richard McCarty**

**CEO/Executive Director, Kentucky Industrial Development Council**

"I think it sends a message to somebody who maybe isn't familiar with our state to show that we are on the same page and we do have a message to spread. And I think that's going to be very impressive, regardless of what company's looking to be in our state doing business. This is a united effort."

**Wayne Martin****President & General Manager, WKYT-TV, Lexington**

“Very impressive ... when you can have the same brand appear in print, on TV, in welcome centers, across this state in organizations like the Kentucky Horse Park, our wonderful state parks, and we get to also be included with that brand. We’re all trying to sell Kentucky. And I think that this is just an exceptional opportunity.”

**Jack Couch****Executive Director, Kentucky Council of Area Development Districts**

He said he considers the public voting “an important part of the process. I see the public, the everyday person across the state, if they have the opportunity to have input in it they take pride and ownership in that, and I think it will bring us a good product in the end that will shine in years to come across this nation for doing this.”

**Sandy Runyon****Executive Director, Big Sandy Area Development District**

“I think it will play a great role in unifying the state and the fact that all of those different entities will not have to do away with their particular logo, but will just incorporate Kentucky’s logo onto their brochures and those kinds of things. I think that will be really good and it will be a great unifier.”

**Sylvia Lovely****CEO & Executive Director, Kentucky League of Cities**

“It’s such an interesting approach and I have to credit Governor Fletcher with really having the foresight to say ‘wouldn’t it be awesome if we did it just a little bit differently?’”

Public input is important, she said, because “People can choose to live in Kentucky. They can choose not to live in Kentucky. If you have something that’s almost a community spirit about something, you’re going to add value almost from the get-go. It’s really starting to catch on as the way to go, and I know it is with community issues. It’s what I teach and preach, I suppose I could say, to my folks at the local level. I think it’s heartening to see it being done now.”

**Scott Martin****Kentucky Association of Counties**

“Well, considering that I didn’t know that this process was going on, it was a shock to me, but a good shock. It’s keeping everything consistent. There’s one Kentucky in the country, so we’re staying with the theme of one logo, one brand, and it was very impressive, very impressive.”